

Study on Talent Training Mechanisms of Marine Cultural Industry in China

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Abstract In the 21st century, countries in the world scramble to develop marine industry, and the sea is key to the improvement of core competence of a country. With the development of marine science and technology and marine industry, the construction of marine culture has been paid more attention to gradually at present. In China which has rich marine resources and long marine history and culture, marine cultural industry has been started late, but it has a vast development prospect. Along with the rapid development of marine cultural industry, shortage of talent in the industry has become increasingly serious and has become one of key factors limiting the development of the industry. In this study, based on the introduction of related concepts, problems of talent training in China's marine cultural industry were analyzed, and talent training mechanisms of marine cultural industry were proposed.

Key words Marine culture; Marine cultural industry; Talent training mechanisms

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Marine cultural industry is an extremely important part of huge cultural industry. Though research of marine cultural industry has been started late in China, remarkable achievements have been obtained, which can provide power for the development of marine cultural industry. According to the data issued by State Oceanic Administration, from 2012 to 2016, annual average growth value of marine cultural industry in China was 932.52 billion yuan, and the annual growth rate was 10.92%. The data show that China's marine cultural industry is at the rapid development stage, and its scale extends continuously, while marine cultural industry has a grander prospect. Meanwhile, marine cultural industry also has many disadvantages, such as few development patterns, shortage of innovation ability, etc., but the core element influencing the development of marine cultural industry is talent. In this paper, talent training mechanisms of marine cultural industry in China will be studied to construct effective talent training modes and promote the development of marine cultural industry.

1 Definition of related concepts and research summary

Marine culture is an important part of construction of a maritime power and an important indicator to assess the soft power of marine industry. Marine culture has a long history, so an accepted definition of marine culture has not been given by

academe. In Hegel's *The Philosophy of History*, in essence marine culture means the sea invites mankind to engage in conquering and plunder but also encourages mankind to pursue profit and engage in commerce^[1]. That is, marine culture is predatory, commercial and competitive and chases profit in essence. From the angle of territory, Li Tianping defined marine culture as distinctive culture in China's southeastern coastal areas, and it also includes culture of Hong Kong, Macau and Taiwan as well as overseas Chinese districts^[2]. From the angle of human social practice, Xu Jiashun has proposed that marine culture is the synthesis of material wealth and spiritual wealth produced under the effects of the sea^[3]. Based on the research of marine culture, Qu Jinliang has pointed out that marine culture is the interaction between mankind and the sea and its product in essence^[4].

Marine culture is a typical example of commercial culture. To realize the commercialization of marine culture, it is necessary to seek spiritual culture that can produce direct and indirect economic benefits, namely maritime cultural resources. Based on the research of maritime cultural resources, it is necessary to cultivate and develop marine cultural industry. Marine cultural industry, an emerging industry that has developed in recent years, has made outstanding contributions to the increase of gross national product (GNP) and the construction of a maritime power. Zhang Kaicheng suggests that marine cultural industry is an industry which engages in the production of marine cultural products and provide marine cultural services, and marine cultural industry is divided into eight industries^[5] (Table 1). Xu Shujing defines marine cultural industry as an industry which engages in the production, processing and selling of marine cultural products or services and other related economic activities^[6]. China has many nationalities, vast territory and sea, and there are different national characteristics, historical humanistic resources and unique fishing village culture in various regions.

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Therefore, to develop marine cultural industry, it is necessary to form different industrial features according to local conditions.

Table 1 Composition of marine cultural industry

Industry	Specific item
Seashore tourism	Visiting coastal cities, fishing villages and islands
Marine leisure fishery	Sightseeing fishery and experience of fishery
Marine leisure sport industry	Aquatic sports, underwater sports and beach sports
Marine celebration exhibition industry	Festivals and expositions
Marine and historical cultural and folk cultural industry	Development of daily diet, costume, traditional festivals, marriage custom and other industries
Marine craft industry	Coral, shellfish and pearl handicrafts
Marine countermeasure study and journalism	Radio and television, books, newspapers and magazines, network, and consulting services
Marine artistic industry	Literature, art, music, operas, etc.

Talent is the core element for the development of marine cultural industry, so it is necessary to value the talent development of marine cultural industry and give full play to the positive role of talent.

Talent of marine cultural industry refers to qualified people who have professional marine knowledge and skills and play a role in the development of marine economy and marine industry. Talent of marine cultural industry is grouped into talent engaging in marine culture, literary and artistic creation, research of marine culture, and management and development of marine cultural industry^[7].

2 Problems of talent training in China's marine cultural industry

Highly qualified marine cultural talent can provide intellectual support and talent guarantee for the deep development of marine cultural industry. In recent years, with the development of marine cultural industry, the quantity of marine workers has increased obviously, and a large quantity of employment opportunities have appeared in coastal areas and regions with developed marine cultural industry. Hence, the talent training of marine cultural industry has become an important subject. As shown in Fig. 1, the value added of China's marine primary industry, secondary industry and tertiary industry was 356.6 billion, 2 848.8 billion and 3 845.3 billion yuan, accounting for 5.1%, 40.4% and 54.5% of gross ocean product respectively in 2016. In 2015, the quantity of marine workers in China was 36.24 million^[8]. The data show that along with the transformation of marine industry into science and technology and capital-intensive industry, the growth rate of value added of marine industry showed a decreasing trend from 2011 to 2016, but the increase of the total value was still considerable, and marine cultural industry has a good development prospect. Meanwhile, the quantity of talent demanded in marine cultural industry has increased with the rapid growth of marine industry, but there are still some problems of talent training in China's marine cultural industry.

2.1 There is ashortage of senior talent in China's marine cultural industry China's economic development is in the deep adjustment period presently, and various industries take the initiative to adapt to the new normal and promote supply-side reform. Marine cultural industry develops rapidly from extensive growth into connotative development, and high-quality

marine cultural products and services based on innovation have become the development direction of China's marine cultural industry in future^[9]. Therefore, the cultivation of high-quality talent and management talent can promote the structural change of marine cultural industry. However, marine professionals cultivated by colleges and universities are insufficient in quantity and low in quality, so that the talent of marine cultural industry is insufficient presently. In recent years, colleges and universities have offered general courses such as an introduction to marine culture and mature culturology and have realized the integration of marine culture and other specialities, while marine majors have a large quantity, but the shortage of talent still appears in marine cultural industry.

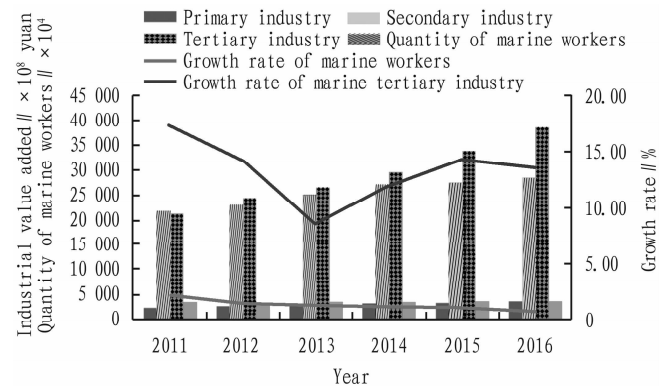


Fig. 1 Changes in the value added of marine industry and quantity of marine workers in China during 2011 - 2016

2.2 Talent training mechanisms of colleges and universities are defective, and theory is divorced from practice

Marine culture is as a subject in colleges and universities for a short time and is not mature presently. The teaching means of marine cultural courses is single, and teachers and students pay less attention to them, while students' marine cultural consciousness is weak, which affects the development of marine cultural industry finally. In addition, there are a very small quantity of teachers teaching marine cultural courses in colleges and universities. The structure of teachers in colleges and universities is unreasonable, and there is an imbalance between full-time teachers and part-time teachers in quantity. On the one hand, most full-time teachers lack practical experience and do not understand frontier knowledge and actual operation flow,

which can affect students' knowledge of the professional discipline and leads to weak operation ability of students^[10]. On the other hand, the quantity of senior managers or outstanding talent engaging in colleges and universities is small, and the proportion of guest professors is also small, so that students do not know the new trends of marine culture.

2.3 The attraction of enterprises to marine cultural talent is inadequate Enterprises, where a large quantity of talent gather together, are attractive to talent. In China, the proportion of marine economy in national economy is small, and marine industry develops extensively; the proportion of tertiary industry is small, and the industrial layout that can promote the development of marine economy is not formed yet. In recent years, the rapid development of marine tertiary industry has driven the development of marine emerging industry. In 2016, the value added of coastal tourism was up to 1 204.7 billion yuan, 9.9% higher than 2015, and the contribution to marine economy reached 24.2%. Marine industry develops rapidly, and its development prospect is optimistic, which is great attraction to marine cultural talent. However, marine cultural enterprises have no scientific and reasonable mechanisms for talent introduction, talent training and talent motivation, so they have limited attraction to marine cultural talent.

2.4 Exploitation of maritime cultural resources is unbalanced, and there is a shortage of talent good at creation, research and development The development of maritime cultural industry mainly concentrates marine tourism, and the development of other marine cultural products is attached to marine tourism; the development of marine cultural products and services is unreasonable, and an independent development system is not formed. The development of marine historical culture and folk culture, and marine exhibition industry lag behind relatively, and the industrial layout of integrating high and new technology into "Internet +" is not adopted fully. The repetition rate of marine cultural products in various regions is high, so that the exploitation of marine cultural industry is at the extensive stage. Due to the shortage of talent good at planning, the development means of maritime cultural industry in China is unreasonable, and development mode is unscientific, while a complete industrial chain is not formed.

3 Talent training mechanisms of marine cultural industry

3.1 Establishing policy guarantee mechanism for the talent training of marine cultural industry Along with the rapid development of marine cultural industry in China, governments, enterprises, colleges and universities focus on the cultivation of marine cultural talent. Government departments should issue related policies in time to support the development of marine cultural industry. For instance, the issuing of *Essentials of Medium-term and Long-term Plans for the Development of National Marine Talent (2010 – 2020)* aims to establish working mechanism of marine talent and strengthen policy innovation, further improve marine talent environment, lead the development of marine education, enhance the training quality of talent, and provide intellectual support and talent guarantee for

the realization of maritime power strategy. To reform institution and mechanism, colleges and universities should break through the current isolated situation of innovation subjects governments, enterprises, colleges and scientific institutions, and establish unified practice teaching bases, organization and management system; each innovation subject realizes the goal of cultivating marine cultural talent through mutual cooperation. Governments should vest marine cultural talent market with the power of liberal regulation and control, and create an atmosphere of moderate competition and cooperation to fully attract outstanding talent.

3.2 Setting up talent feedback mechanism led by market

The understanding and construction of marine cultural industry are still explored presently, and governments, enterprises, colleges, universities and other social subjects need to explore effective modes of training marine cultural talent. Government departments should ensure the flexibility of marine policies and regulations to make local governments and enterprises have decision-making power during the process of execution and innovate talent training mechanisms according to local conditions. Colleges and universities should pay close attention to changes in national policies, new trends in the industry, and changes in the demand of talent market at any moment, adjust the goals and plans of talent training, and lay stress on the cultivation of talent specialty to adapt to the demand for talent by marine economy and market^[11]. Besides, colleges and universities should establish talent feedback mechanism according to the demand of market, adjust professional and curriculum settings according to feedback to make them adapt to social demand, enhance their education level constantly, cultivate marine cultural talent meeting the demand of enterprises, and improve the core competitiveness of marine cultural industry.

3.3 Establishing a new mechanism of talent cultivation based on the cooperation between schools and enterprises

Marine cultural industry is an emerging industry that is developed based on modern technology, and the demand of marine cultural talent is high. Therefore, it is necessary to set up the teaching mode based on the cooperation between schools and enterprises, and cultivate marine cultural talent with both theory and practice ability. In 2014, State Oceanic Administration and Ministry of Education issued the *Management Methods of Visiting Scholars Program of Marine Talent Harbour (Trial)*, aiming to promote communication and cooperation between colleges and marine scientific research institutions, lead the development of marine education, and cultivate high-quality marine talent. To cooperate with scientific research institutions and marine enterprises, colleges and universities should explore many ways of talent training to cultivate a talent team with rich theoretical knowledge, high cultural literacy and strong practical ability. Firstly, they should design curriculum system, combine talent training law with working ability demand of enterprises' positions, vest teaching content with more vocational skills and cooperation and communication skills, and improve students' adaptation and knowledge about social practice; secondly, schools and enterprises can set up corresponding organizations to strengthen the supervision of college-enterprise cooperation efficiency, enhance operation efficiency, and establish excel-

lent talent training mechanism based on reasonable resource allocation^[12]; thirdly, colleges and enterprises should reform the practice model of marine cultural talent in good time, provide an opportunity for students to work in enterprises, make employees of enterprises being trained in cooperation colleges at regular intervals, and form strong talent training system of marine cultural industry; fourthly, colleges and enterprises spare no effort to cultivate double-qualified teachers, adopt the teaching model based on cooperation between full-time teachers and part-time teachers, and make practice integrate into the process of training marine cultural talent.

3.4 Setting up effective talent motivation mechanism Effective talent motivation policies can heighten the cohesion of employees by enterprises and increase the loyalty of employees to enterprises. Hence, it is necessary to improve talent motivation mechanism of enterprises, reduce the outflow of talent from enterprises, and enhance employees' initiative and consciousness. Marine cultural enterprises should seek factors increasing employees' satisfaction and establish complete talent motivation mechanism. Meanwhile, it is necessary to open up employees' information feedback and communication channels, understand employees' real demand, adopt suitable motivation means to encourage employees, and increase their loyalty. Colleges and universities should establish fair and reasonable payment system and improve teachers' job performance and ability. At the same time, they should provide training opportunities for teachers and enhance the practicality of theoretical teaching. In addition, it is necessary to innovate university culture, vest teachers with more rights of academic freedom and self-management, and build an environment atmosphere beneficial to constant emergence of marine cultural talent^[13].

3.5 Changing the training mode of colleges and universities and constructing marine cultural discipline system Comprehensiveness and professional of marine industrial knowledge are strong, so it is necessary to establish talent training system based on maritime power strategy, and use modern teaching means to enhance the comprehensive ability of marine cultural talent according to actual job demand and standards of talent. Colleges and universities should strengthen professional construction of marine discipline, and cultivate students' professional knowledge and practical skills about marine culture based on industrial talent standard. From the angle of construction of marine cultural disciplines, marine culture can be divided into marine system culture, marine concept culture, and marine material culture. Research of marine culture in various fields can realize refinement of disciplines, and the imple-

mentation of practice teaching activity can deepen students' knowledge about marine culture further to cultivate high-quality marine cultural talent. Based on this, colleges and universities should strengthen the development of high-level talent, pay attention to the combination of emerging technology and marine disciplines, cultivate high-level talent with characteristics of the times, fill up vacancies of senior management and skill positions in marine cultural industry, promote structural optimization and upgrading of marine cultural industry, and enhance its contribution to marine industry and national economy.

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